



# Indiana Utility Regulatory Commission

Safe Digging Month - Digital Report

April 1, 2017 - April 30, 2017

Asher Agency

## Digital Strategy

Primary Goal	Increase traffic to Indiana 811's online one-call ticket entry program based at <a href="http://indiana811.org/811now">http://indiana811.org/811now</a> . Increase the number of one-call tickets requested from Indiana 811 in the month of April.
Potential Audience Segments	Adults 24-65, Homeowners; Commercial Excavators, Professional Diggers
Main Recommendation & Rationale	We recommend targeting the above audience segments using a programmatic digital display network and paid search targeting Adults in Indiana. The programmatic digital display network will allow us to behaviorally and contextually target individuals within the state who fall within the target audience segments.

### Key Digital Report Terms

CTR is click-through-rate.

IMP or Impressions is a single display of an ad served on a webpage or a mobile app.

Avg. Position describes how your ad typically ranks against other ads which determine the order they appear. The average position should be as close to 1.0 as possible, meaning that your ad is the first to appear in paid search results.

The Google standard click-through rate benchmark for paid search advertisements is 1.91%.

The Google display click-through rate benchmark for Government industry advertisements is .05%.

## Executive Summary

The Indiana Utility Regulatory Commission's Safe Digging Month digital campaign served over 3.5 million impressions through display and paid search ads. 5,503 total ad clicks were made on these ads and both mediums performed above Google-established click-through rate benchmarks. The paid search component performed very well at a CTR of 4.17%. Top keywords include 811, "call before you dig" and "utility locator" among many other related keywords. The paid search campaign averaged a position of 1.7, meaning that the IURC's ads were typically the first or second search result when relevant keywords were searched.

	Impressions	Clicks	Click-Through Rate (CTR)	CTR Benchmark (Goal)
Display	3,515,175	3,963	.11%	.05%
Paid Search	36,953	1,540	4.17%	1.91%
	<b>3,552,128</b>	<b>5,503</b>	-	-

 **IMPRESSIONS**  
INDIANA UTILITY REGULATORY COMMISSION

**36,953**

 **CLICKS**  
INDIANA UTILITY REGULATORY COMMISSION

**1,540**

 **AVG. POSITION**  
INDIANA UTILITY REGULATORY COMMISSION

**1.7**

 **PAID SEARCH KEYWORD PERFORMANCE (DESCENDING BY CLICKS)**  
INDIANA UTILITY REGULATORY COMMISSION

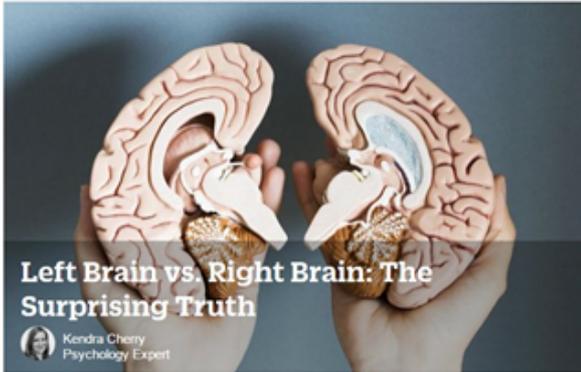
Keyword	Clicks	Impr.	CTR	Avg. position
811	592	2,398	24.69%	1
call before you dig indiana	355	1,718	20.66%	1

<b>Keyword</b>	<b>Clicks</b>	<b>Impr.</b>	<b>CTR</b>	<b>Avg. position</b>
call before you dig	217	948	22.89%	1
utility location	73	250	29.2%	1
utility locator	66	386	17.1%	1.2
underground locating services	55	138	39.86%	1
digging	30	1,226	2.45%	1.1
locate utility	20	91	21.98%	1.1
indiana utilities	15	1,736	0.86%	1.2
Landscape design	10	3,194	0.31%	2.1

# Display Screenshots

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**about.com** Search... Follow us   



**Left Brain vs. Right Brain: The Surprising Truth**  
Kendra Cherry  
Psychology Expert



**The Right Way to Clean Stone Countertops**



**Indiana 811**  
**ALWAYS CALL BEFORE YOU DIG**  
LEARN MORE +

**Trending on About.com**

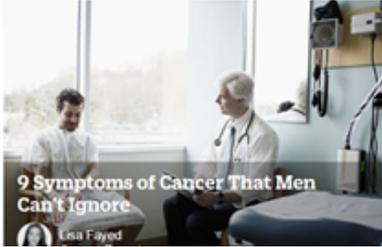
**The Cancer-Causing Chemicals in Common Baby Products**  
Lisa Fayed  
Cancer Expert

**20 Small Entryways That Are Big on Style**  
Deirdre Sullivan  
Small Spaces Expert

**15 Cool Sites That Let You Stream Music for Free**  
Wendy Boswell  
Web Search Expert

**Why Do We Have Fingerprints, Anyway?**  
Regina Bailey  
Biology Expert

**Why (Most) People Just Aren't Saving**  
Wes Moss



**9 Symptoms of Cancer That Men Can't Ignore**  
Lisa Fayed



**Will Another Bank Account Help Your Marriage?**  
Paula Pant  
Budgeting & Personal Finance

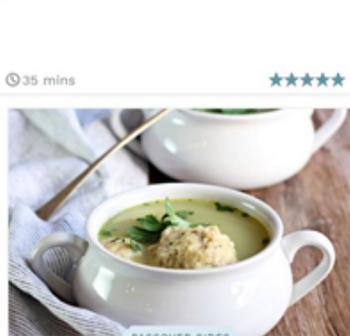
 Food & Cooking    



**Healthy Standby: Grilled Chicken with Spinach & Pasta**  
35 mins ★★★★★



**An Elegant Pear Tart with Crystallized Ginger**  
30 mins ★★★★★

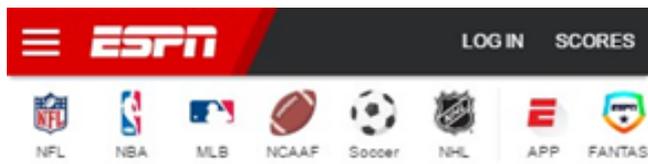


**Za'atar Matzo Balls**  
40 mins ★★★★★

**ALWAYS CALL BEFORE YOU DIG**  **LEARN MORE +**

**Celebrating Easter & Passover >**





We The Fans: Section 250

## Do you love your team this much?

They live in different worlds, but come Sunday they are one. A section of an NFL stadium bound by faith, in their team and each other. Episode 1 airs 10 p.m. ET on ESPN.

**We The Fans.** ESPN's eight-part series is the story of those NFL faithful who just won't quit.

